

ABSTRAK

Industri kosmetik Indonesia disebut sebagai industri yang sedang berkembang pesat. Mayoritas warga Indonesia adalah wanita dan sebagai dampaknya kosmetik menjadi salah satu kebutuhan penting bagi wanita sehingga perusahaan kosmetik di Indonesia menjadi salah satu target bagi para penanam modal. Namun, tidak semua perusahaan dapat memberikan *return* saham sesuai dengan ekspektasi para penanam modal. Penelitian ini bertujuan untuk mengetahui pengaruh *Debt to Equity Ratio* (DER), *Earning Per Share* (EPS), *Return On Asset* (ROA) dan *Return On Equity* (ROE) terhadap *return* saham.

Jenis penelitian ini adalah kuantitatif dengan metode kasual komparatif. Populasi dalam penelitian ini adalah perusahaan kosmetik dan peralatan rumah tangga yang terdaftar di BEI periode 2012-2017 sebanyak 6 perusahaan. Pengambilan sampel menggunakan *non-probability sampling* dengan teknik *purposive sampling*. Berdasarkan teknik *purposive sampling* diperoleh 5 perusahaan sebagai sampel. Metode analisis yang digunakan adalah analisis regresi linear berganda dengan bantuan *software* SPSS versi 20.

Hasil penelitian menunjukkan bahwa *Debt to Equity Ratio* (DER) berpengaruh negatif dan signifikan terhadap *return* saham, *Earning Per Share* (EPS) berpengaruh positif dan signifikan terhadap *return* saham, *Return On Asset* (ROA) berpengaruh positif dan signifikan terhadap *return* saham sedangkan *Return On Equity* (ROE) berpengaruh positif dan tidak signifikan terhadap *return* saham.

Kata Kunci: *Return Saham, Debt to Equity Ratio, Earning Per Share, Return On Asset, Return On Equity*

ABSTRACT

Nowadays, Indonesia cosmetics industry has developed rapidly. The majority of its customers are Indonesia women. As consequence, cosmetics is one of primary needs for women. Therefore, Indonesia cosmetics companies are one of the investors target. However, not all companies have returned its shares as they have expected. This research aimed to find out the effect of Debt to Equity Ratio (DER), Earning Per Share (EPS), Return On Asset (ROA) and Return On Equity (ROE) on the shares return.

The research was quantitative with casual-comparative approach. While the population was six cosmetics companies and furnitures which were listed on Indonesia Stock Exchange 2012-2017. Moreover, the data collection technique used non-probability sampling with purposive sampling at its technique. In line with, there were five companies as sample. In addition, the data analysis technique used multiple linear regression with SPSS version 20.

The research result concluded Debt to Equity Ratio (DER) had negative and significant effect on the shares return. While, Earning Per Share (EPS) had positive and significant effect on the shares return. Likewise, Return On Asset (ROA) had positive and significant effect on the shares return. Furthermore, Return On Equity (ROE) had positive and insignificant effect on the shares return.

Keywords: Shares Return, Debt to Equity Ratio, Earning Per Share, Return On Asset, Return On Equity



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